

## *Endorsements*

One of the qualities I always look for in sales representatives is their ability to deliver superb customer service. Because I work in a customer service oriented environment, this one quality accounts for so much of the Creative Group's success. Furthermore, if you deliver excellent customer service, you come away with satisfaction, and satisfaction is what brings the customer back.

I always enjoyed how Margo Arnold cared about the job, and cared about me. She made customer satisfaction personal. At the same time, she gained a faithful customer, who did not hesitate calling on her expertise to get the job done.

*Marlon LeCount Sharpe,  
Principal Graphic Designer/Director of Creative Services  
Amtrak Corporate Communications Group  
Washington, D.C.*

*Shameless Self Promotion*, by Margo Arnold is part memoir and part lesson. It is a wonderful story of her professional life in the art, printing, job placement and publishing worlds, and a valuable source of wisdom and inspiration for anyone who has a job that involves selling, promoting, persuading and managing human relationships. Margo shares what she has learned in the course of both her failures and triumphs along her fascinating path of life, and distills key lessons in the form of take away points and a set of general sales and marketing principles. I strongly recommend her writing as a good read and a valuable set of lessons.

*Geza Feketekuty, International Trade Expert*



# *Shameless* **Self-Promotion**



## **Margo Arnold**

**Powerful people ask for what they want!**